

PROJECT NUMBER: 2305
PROJECT TITLE: Flavor Development-Brand Modification-Menthol/Distinctive
PROJECT LEADER: H. M. Maxwell
PERIOD COVERED: April, 1988

I. ALTERNATIVE FLAVORS:

- A. Objective: To identify and qualify alternative sources for flavoring materials.
- B. Status: An alternate vendor for block licorice is currently being considered. Semi-works cigarettes are being produced for the Cross-Operations panel. Another casing flavor alternative is being tested for qualification.
- C. Plans:
- | | |
|---|-------------|
| Cigarette Remake | April, 1988 |
| Cross Operation Mail-Out Panel Results | May, 1988 |
| Cigarette Production For Casing Flavor POL (Merit 85) | May, 1988 |

II. PROJECT MOOG:

- A. Objective: To develop the expertise to produce cigarettes that are subjectively equivalent to Salem, Newport and Kool.
- B. Status: The N-type POL results indicate that MOOG-N is similar to Newport. Flavor modification for Moog K and S will be initiated upon receipt of suitable models from Semi-works.
- C. Plans:
- | | |
|------------------------------|-----------|
| K-type Semi-works Cigarettes | May, 1988 |
| S-type Semi-works Cigarettes | May, 1988 |

III. PROJECT LEVO:

- A. Objective: To determine the subjective differences between 100% Natural and 100% Synthetic menthol and to develop flavors to make them subjectively equivalent so that manufacturing would have complete flexibility to use them at any ratio. Also, to qualify alternate suppliers and/or manufacturing processes modifications.
- B. Status: Cigarettes for Merit POL retesting of 100% natural vs. 100% synthetic menthol are approved for testing. In-house testing

and a B&H Menthol 100 POL is also scheduled. An alternate supplier and a manufacturing process modification by a present supplier was qualified.

C. Plans:

POL Results	June, 1988
B&H POL	To Be Scheduled When Smokers Are Available

IV. MENTHOL RELEASE COMPOUND:

- A. Objective: To develop a mentholated charcoal-filtered cigarette utilizing a menthol release compound.
- B. Status: Additional cigarettes will be made utilizing the foam bound rod process to apply MGC. These cigarettes will be used to compare menthol delivery characteristics of MGC with CA filter, charcoal in tow filter, and charcoal in plug-space-plug filter.
- C. Plans:
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| Additional Cigarette Production | May, 1988 |
|---------------------------------|-----------|

V. PROJECT GRAIN:

- A. Objective: To significantly reduce alcohol levels in PM flavor systems while maintaining product integrity.
- B. Status: A run at Stockton Street will be scheduled to produce cigarettes with 0, 10, and 30 percent alcohol reduction.
- C. Plans:
- | | |
|---------------------|------------|
| Stockton Street Run | June, 1988 |
|---------------------|------------|

VI. ALTERNATE HUMECTANT PROGRAM:

- A. Objective: To develop the capability to produce cigarettes that are glycerin-free and cigarettes that are propylene glycol and glycerin-free, while maintaining subjective integrity.
- B. Status: G-free cigarettes were made and are being evaluated for POL testing. Casings and aftercut were made replacing PG and G for that program.
- C. Plans:
- | | |
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| G-free POL Release | April, 1988 |
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Semi-works PG-G Free
Cigarette Production

June, 1988

VII. PROJECT FAMOUS:

- A. Objective: To optimize US export Chesterfield, and from this basis define guideline specifications for Chesterfield worldwide.
- B. Status: Two prototypes have been developed on-site at FTR. They are in consumer testing in Switzerland. Translation of the prototypes from FTR to Semi-works manufacture is progressing.

C. Plans:

Semi-works Optimization	Ongoing
Continued Product Development	Ongoing